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Inside Report... *By* Rowland Evans and Robert Novak

White House Names and Faces

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THE most important single change in the White House staff since Lyndon Johnson settled in with his own people is the increased power and prestige of Ex-New Frontiersman McGeorge Bundy.

Bundy is now unchallenged as the President's top man in national security affairs. Simultaneously (and far more in character) Mr. Johnson has widely diffused authority among his aides in the domestic and political fields.

The rise of McGeorge Bundy is a choice topic of conversation in the Government (and a source of some irritation among diehard New Frontiersmen). A Harvard dean brought to Washington by President Kennedy as his national security aide in 1961, Bundy is the most conspicuous remnant of the New Frontier to grow and prosper in LBJ's Great Society.

Under President Kennedy, half a dozen White House staff men had a finger in what is now Bundy's foreign policy pot — notably Arthur Schlesinger Jr., Ralph Dungan, and Richard C. Goodwin. Schlesinger is gone, Goodwin is being used primarily as the President's speech writer, and Dungan is top-level personnel man.

MOREOVER, in the Kennedy White House, a dozen or more State Department operatives, from desk men to assistant secretaries, could knock on the oval office door and gain an audience. Now, with the exception of Secretary of State Dean Rusk, only one or two of the State Department brass (notably Thomas Mann, Assistant Secretary for Latin American Affairs) have easy access. Most policy advice is channeled through Bundy.

But if the President has elevated and tidied up Bundy's authority, the diffused lines of responsibility that have always characterized Mr. Johnson's staff are very much in evidence elsewhere in today's White House.

There is no precise equivalent of Ted Sorensen, Mr. Kennedy's chief of program, speechwriting, and ideas. The old Sorensen role has been parceled out among a half-dozen LBJ aides.

The new program for the first year of the Johnson Administration (assuming November victory) is under the general supervision of talented, youthful Bill D. Moyers.

Moyers, an LBJ protege from Texas, is overseeing the work of several task forces now trying to develop new ideas for the Great Society, but he lacks the broad authority of a Sorensen.

HORACE BUSBY, a brainy professional writer and veteran Johnson man, also is helping develop task force ideas. So are former magazine editor Douglass Cater, Princeton historian Eric Goldman (a non-resident adviser), and Kennedy holdovers Goodwin and Myer Feldman.

Busby and Bundy were credited by some as being the authors of the President's acceptance speech at Atlantic City, but in fact at least half a dozen hands took a turn at it (with Rusk and Secretary of Defense Robert S. McNamara reviewing it the day before it was delivered.)

Besides these, there is omnipresent White House manager Walter Jenkins. Now blessed with three assistants of his own, Jenkins has a hand in everything from the Texas delegation in Congress to speeches and program.

That leaves bustling, gregarious Jack Valenti, the presidential eyes and ears. Starting as jack-of-all-trades on Nov. 23, Valenti is now the official appointments Secretary, one of the most powerful posts in the White House and, like all the other Johnson staffers, is on 24-hour call for any assignment from listening to the inimitable Johnson stories to drafting a state paper.

Neither Valenti nor Jenkins nor Moyers nor Busby is or is likely to become a Ted Sorensen—much less a Sherman Adams. It naturally follows then that the power Mr. Johnson has given in the foreign field to McGeorge Bundy is not only unusual but, if it lasts, would be almost unprecedented.